

**ABSTRACT**

Disclosed here is a frame-cyclic noise reduction employed for an image display device in which one field is divided into a plurality of sub-fields, and turned-on sub-fields are properly combined to provide image with gradation.

- 5 The device detects an area where an edge portion of image becomes unclear, i.e., where sub-field fuzziness becomes worse, and controls a cyclic amount for the area in which sub-field fuzziness becomes worse so as to be different from that for other area, thereby decreasing noise.